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Developer
Forum
Spring 2002
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Capitalize on the Wireless Data Opportunity

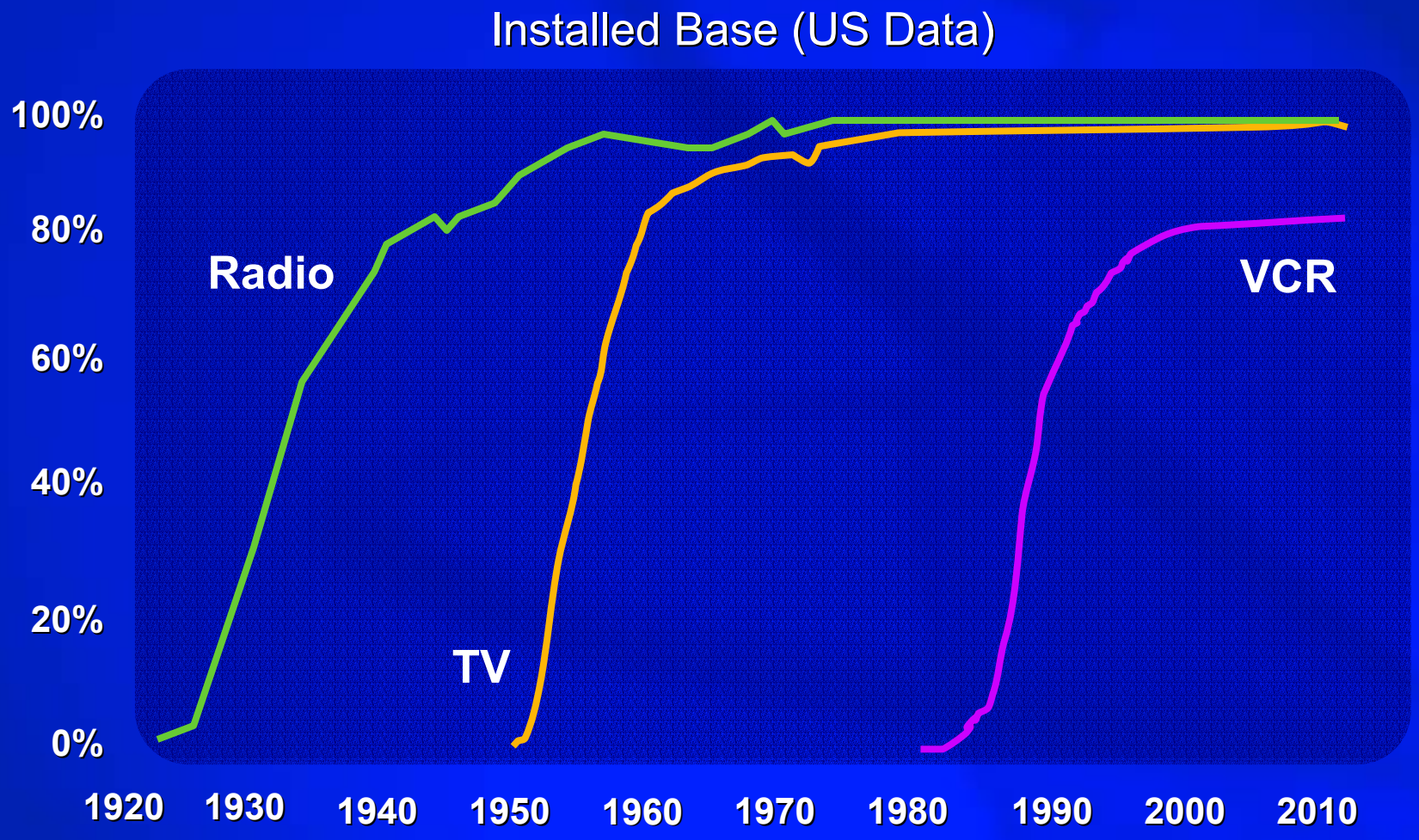
Ron Smith

Senior Vice President and General Manger
Wireless Communications and Computing Group

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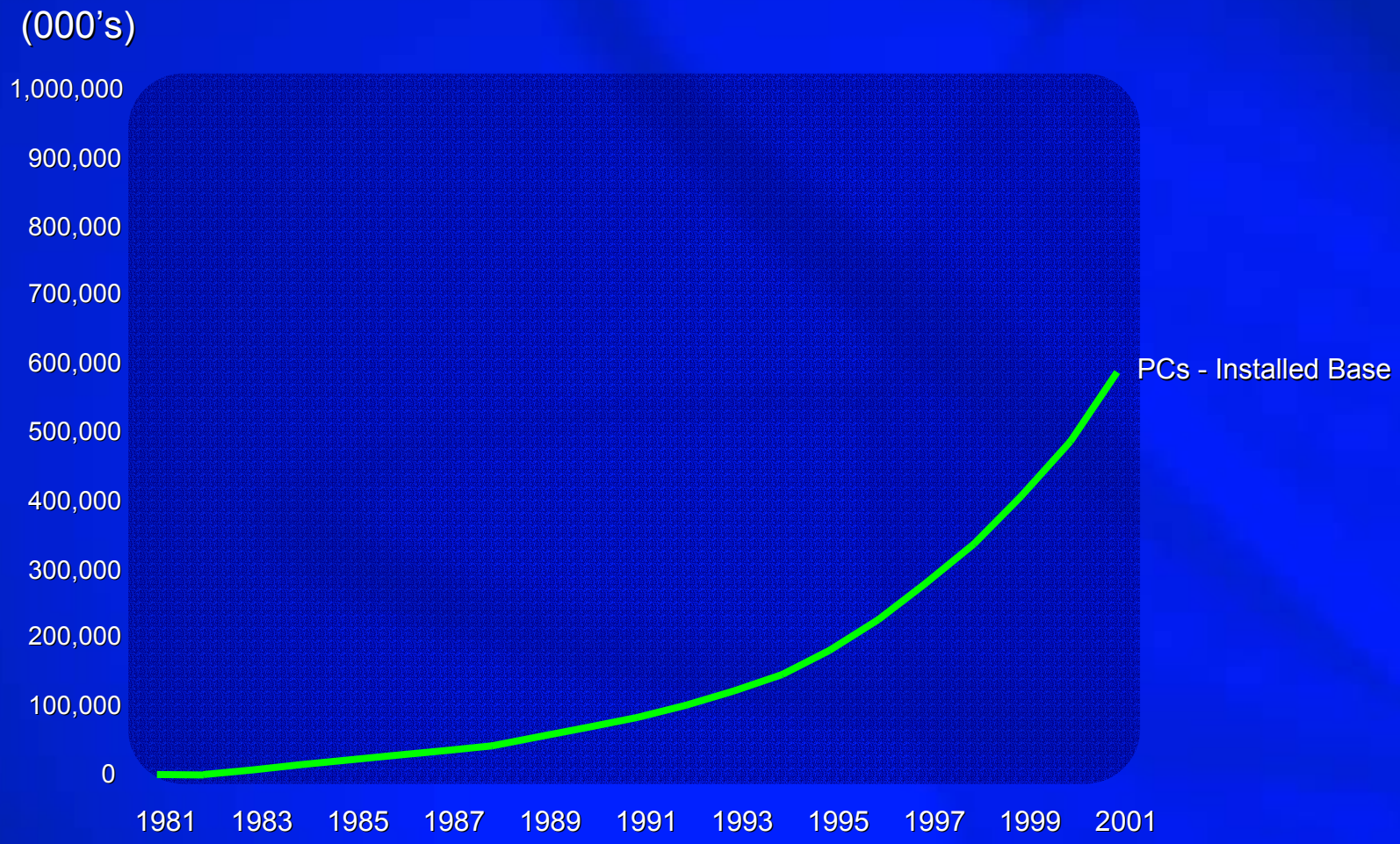
Industry Growth Curves



Source: UBS Warburg LLC. Research

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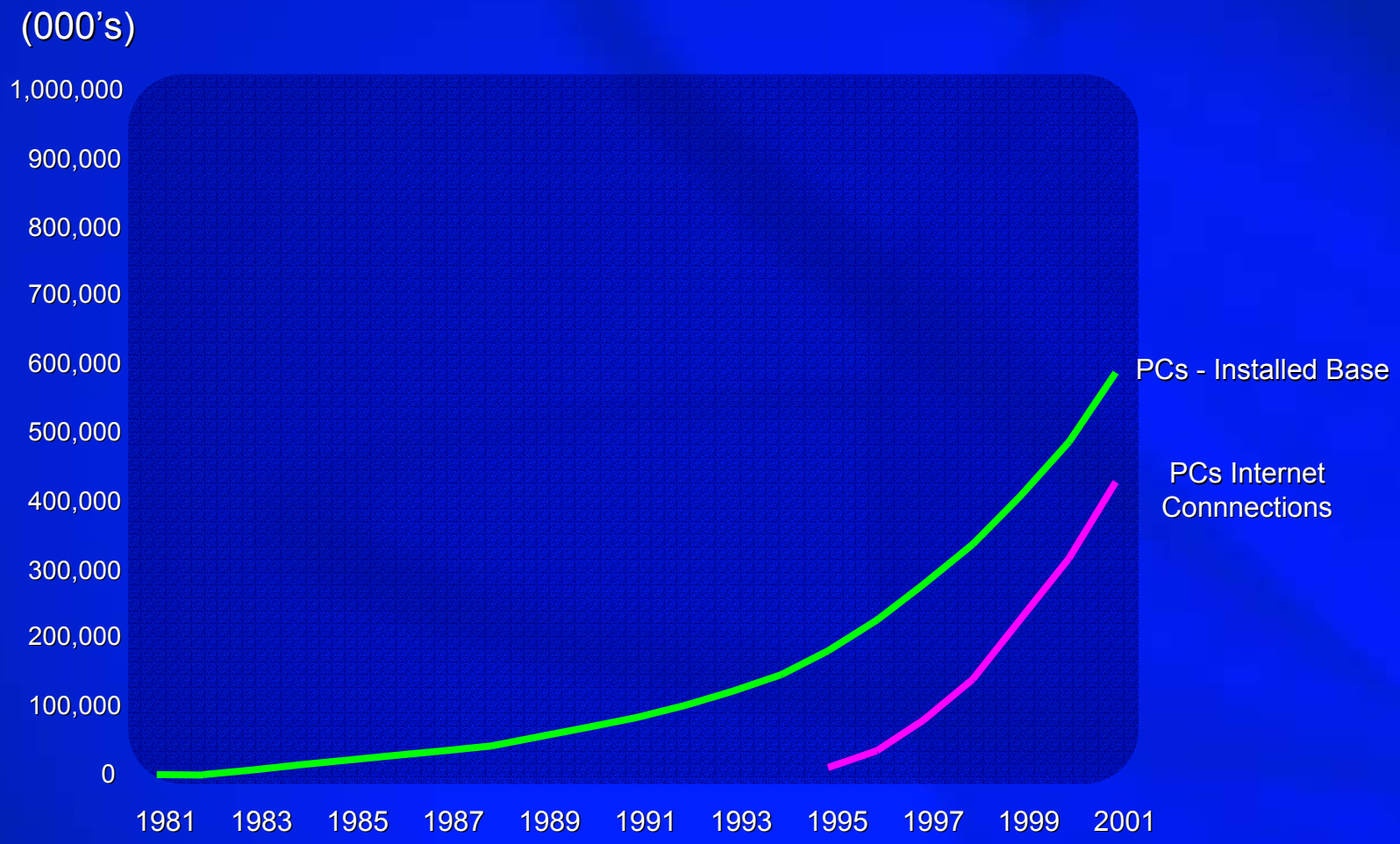
PCs, Cellular and the Internet



Source: IDC, ARC Group

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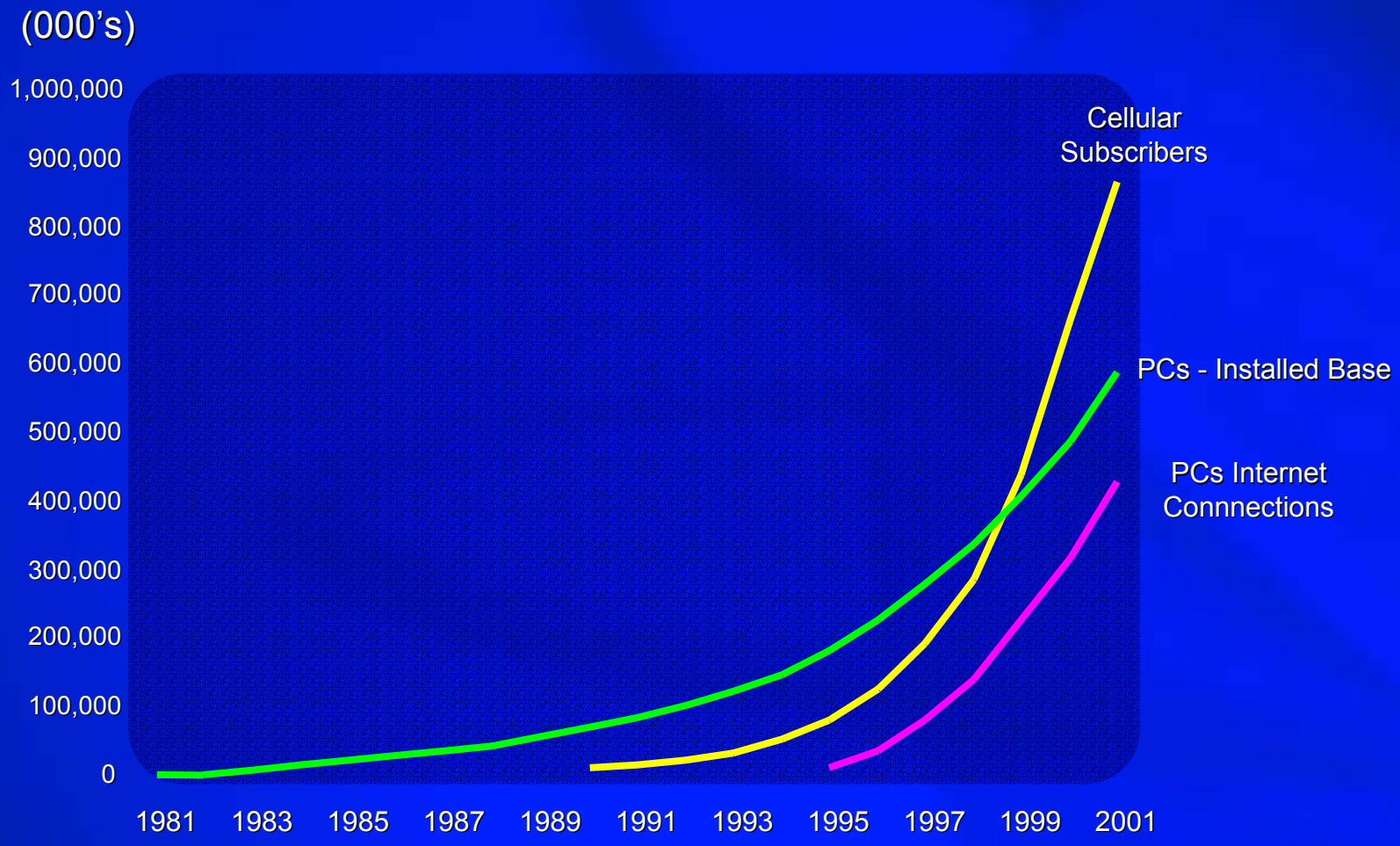
PCs, Cellular and the Internet



Source: IDC, ARC Group

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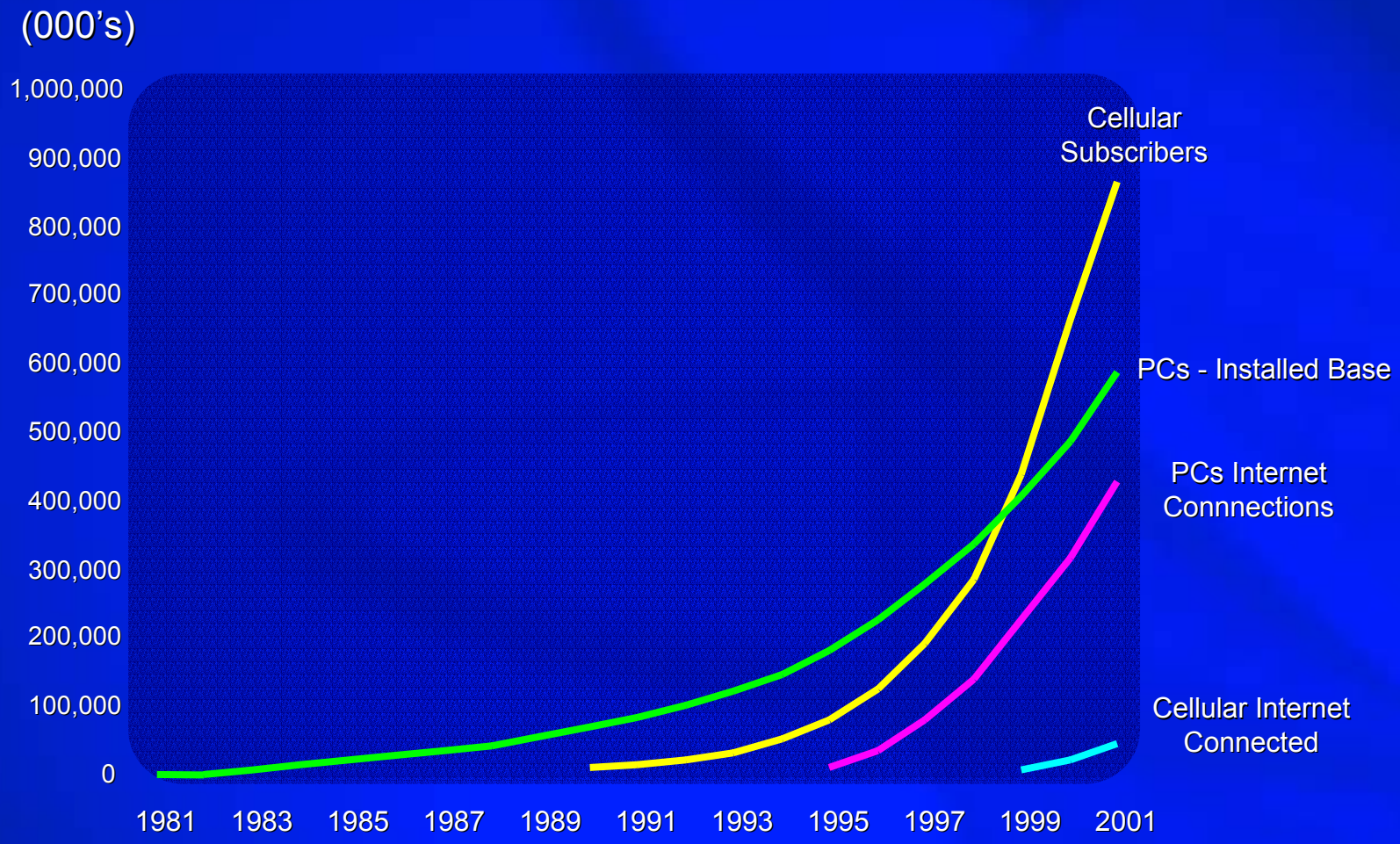
PCs, Cellular and the Internet



Source: IDC, ARC Group

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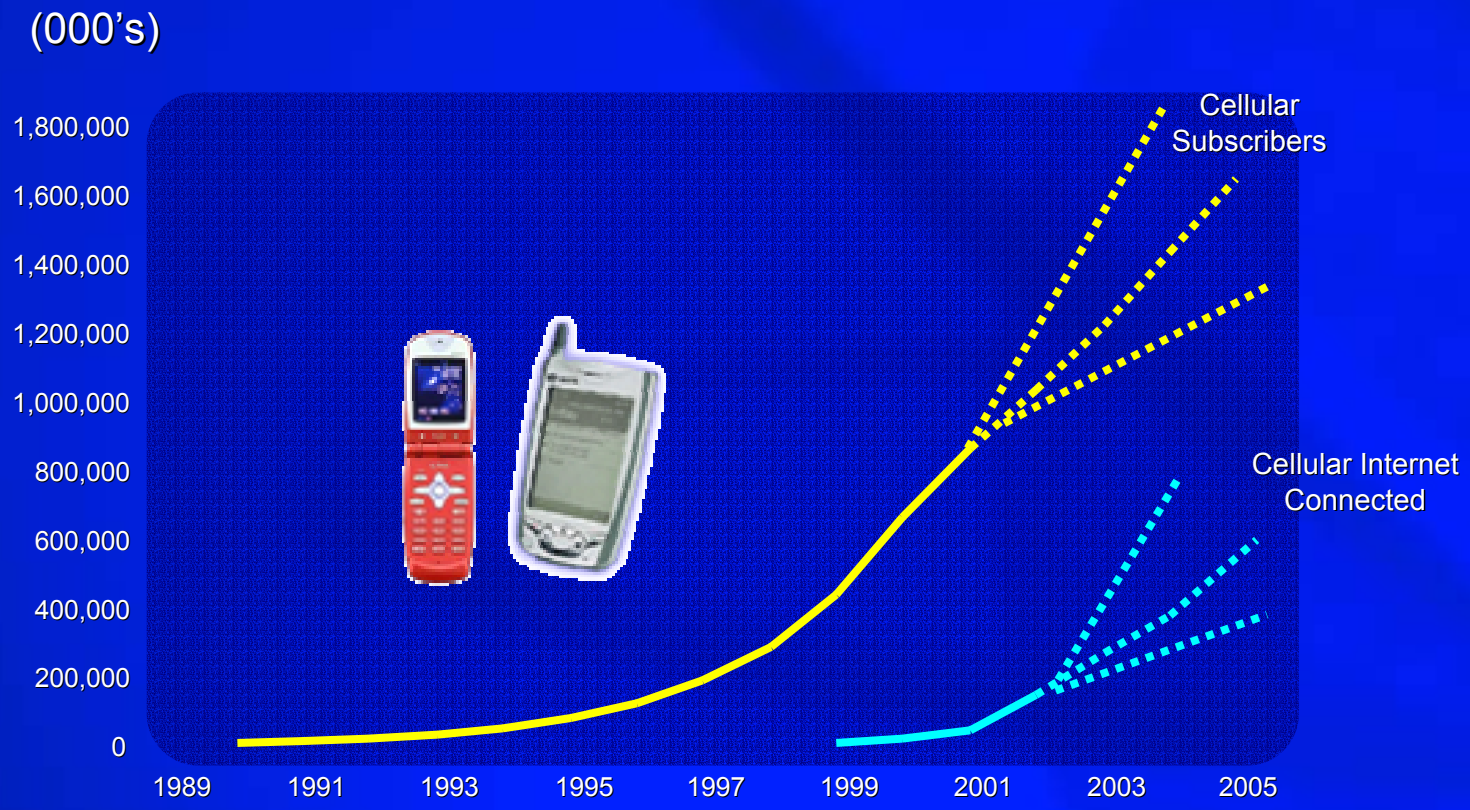
PCs, Cellular and the Internet



Source: IDC, ARC Group

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Anytime, Anywhere → Increasing Opportunities



Source: IDC, ARC Group

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Agenda

What's New to Capitalize on The Data Opportunity

- Products
- Tools
- Roadmap

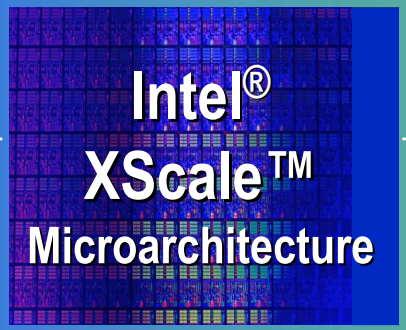
Recent News on Intel® PCA Products

- Shipping 3rd generation of Intel StrataFlash® Memory
 - 4x performance at half the power of standard flash
- Started production .13µ Flash
 - Begins transition from 64Mb →256Mb
- Intel® SA-1110 applications processor enabling new wireless clients

Intel® XScale™ Microarchitecture

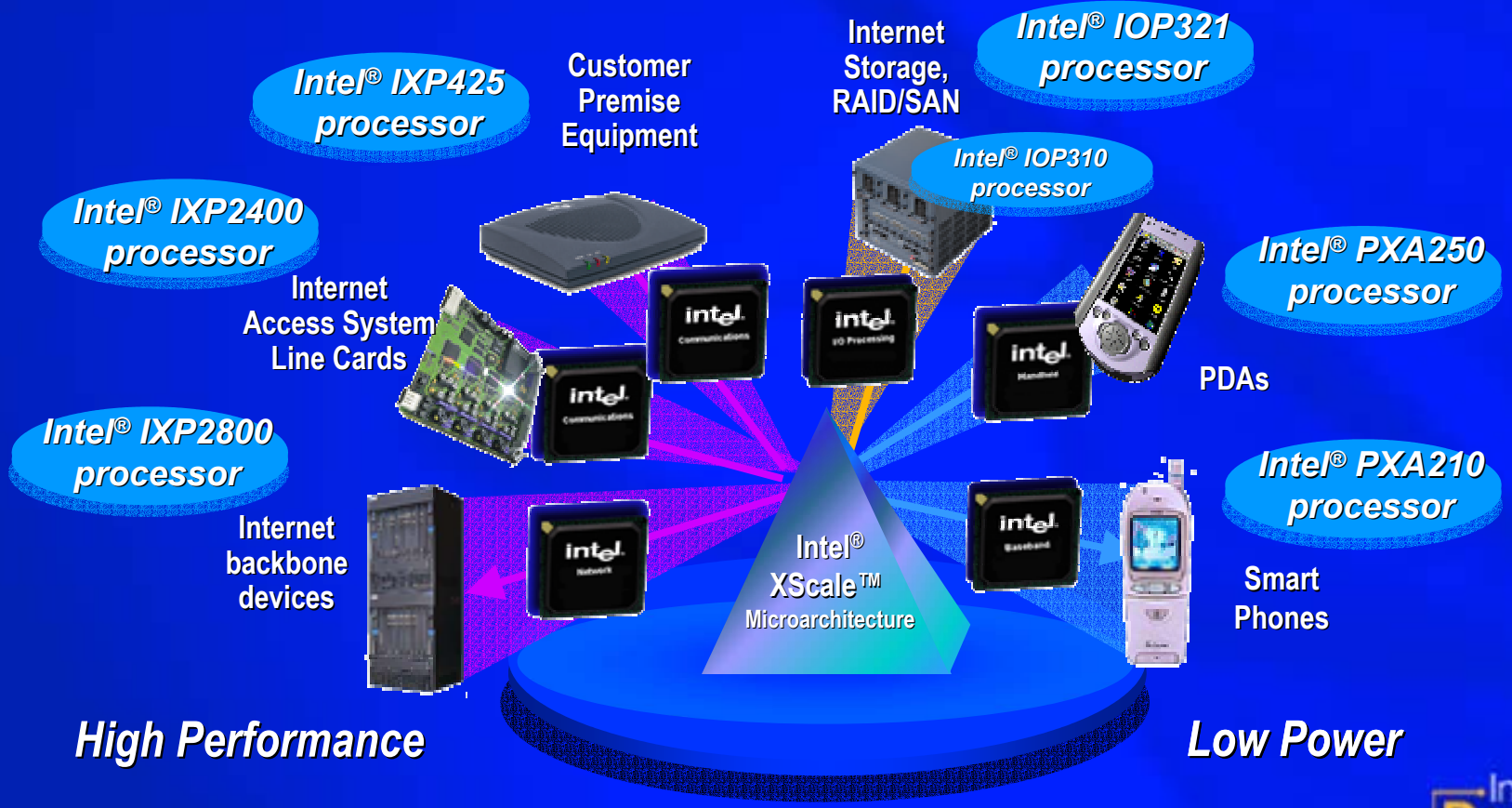
Announced Fall 2000

Low Power
<10mW

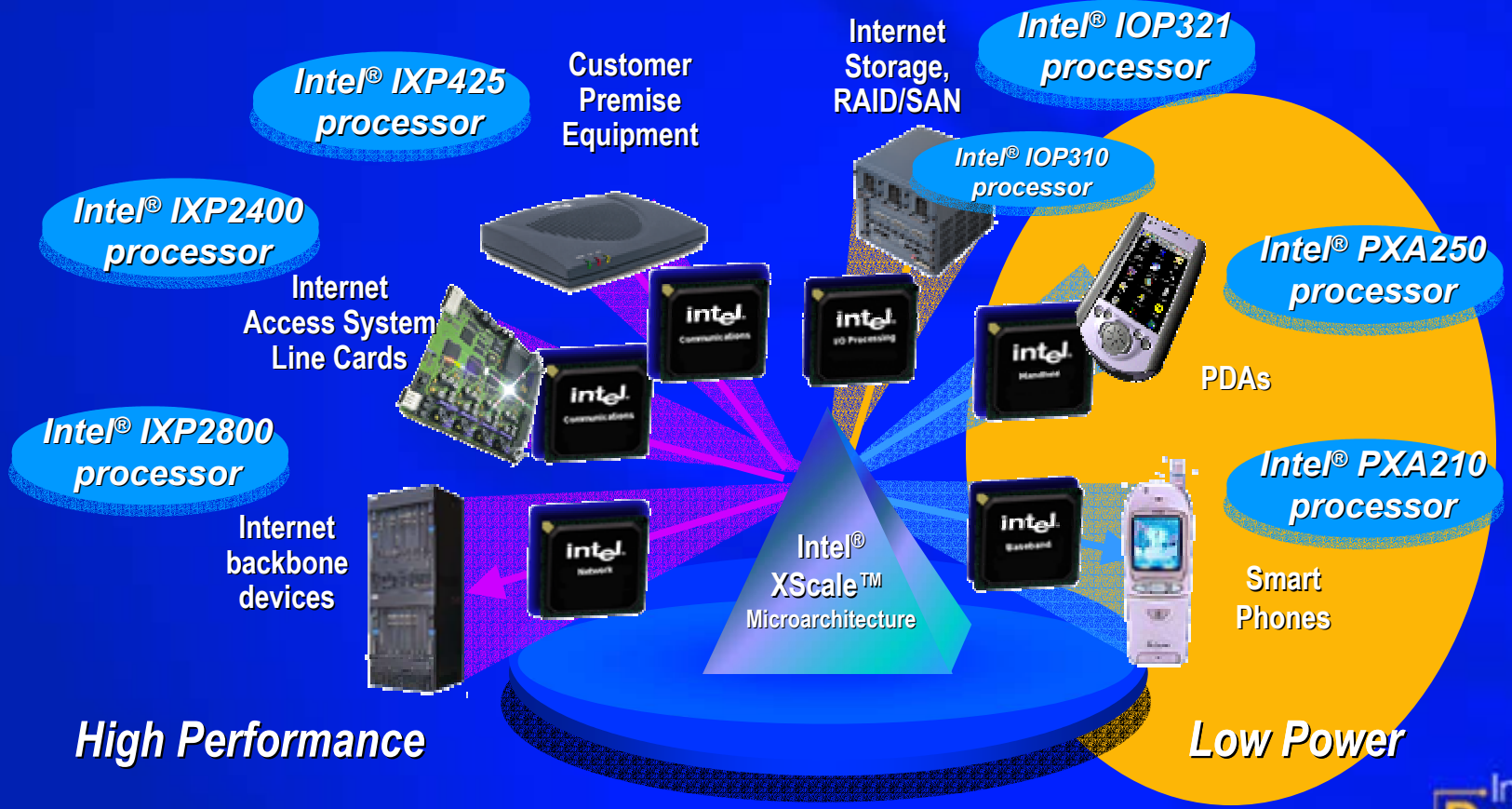


High Performance
>1200MIPs

Delivering Intel® XScale™ Microarchitecture Solutions



Delivering Intel® XScale™ Microarchitecture Solutions



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First Intel® XScale™ Microarchitecture Application Processors





Intel® PXA250 for Advanced PDAs

Highest performance in a low power envelope for PDAs, tablets, and telematics

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First Intel® XScale™ Microarchitecture Application Processors



Intel® PXA210 for Multimedia Phones

Lowest power with performance to handle rich multimedia



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Intel® PXA250 and PXA210 Processors

High Performance	• Intel® XScale™ Technology delivers up to 400 MHz • Intel® Media Processing Technology
Low Power	• Intel® XScale™ technology provides best MIPS/mW • Micro-power management with Turbo mode • 2.5 V SDRAM support
Expandability	• Support Secure Digital, PC Card and Compact Flash for storage and I/O devices
Support fast Comm-Ports	• USB port • Fast 1.84MHz baseband interface • BlueTooth I/F @ 920kbs





DEMO

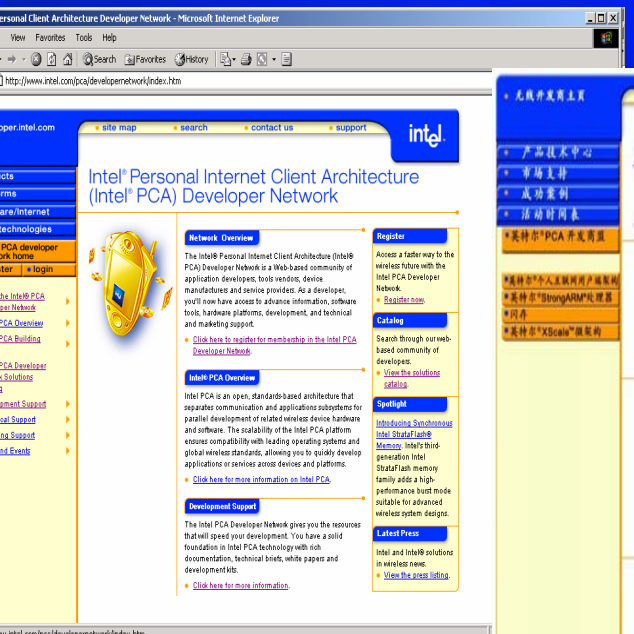
Agenda
What's New to Capitalize on The Data Opportunity

- Products
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Intel® PCA Developer Network

- Global Community of hardware and software developers
 - New tools available
- Development, Technical and Marketing Support

URL: www.intel.com/pca/developernetwork







> 800 Member Companies
> 400 Solutions Listings
> Volume 1 & 2 Solutions Journal Published

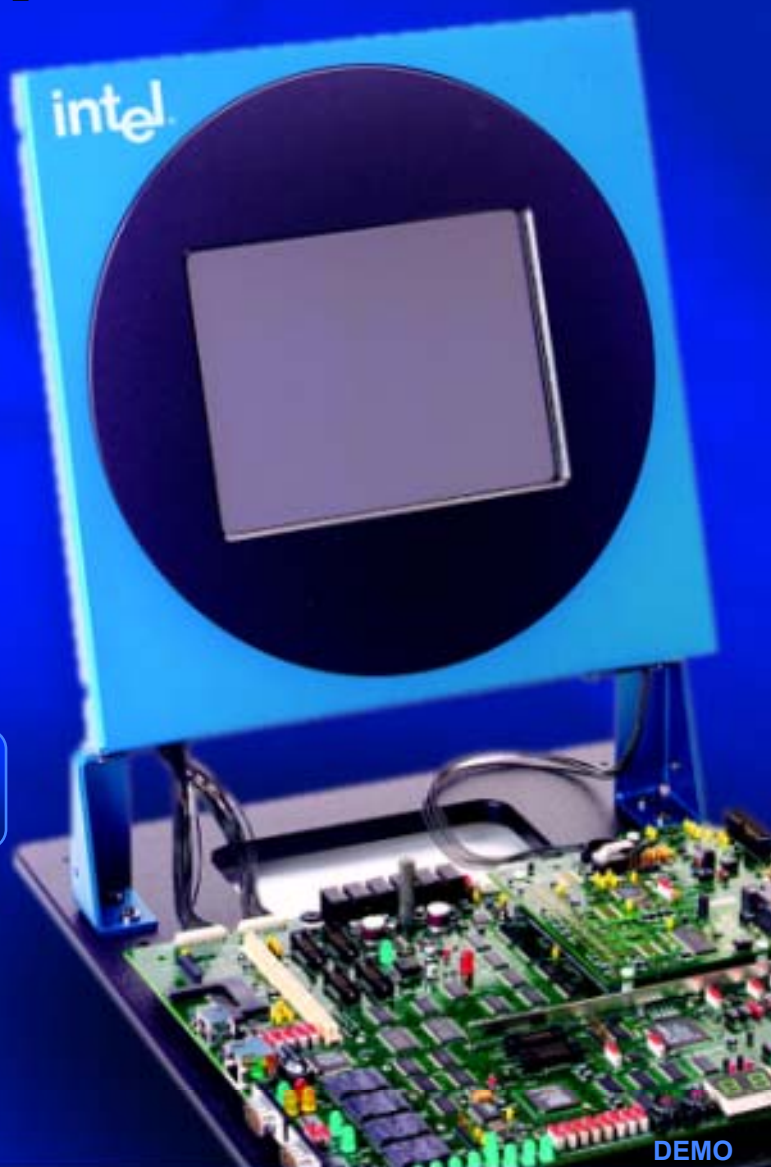
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Announcing Today:
New Intel® PCA Development Kits

Solution kit for hardware and software developers

Available Now, through the Intel® PCA Developer Network

www.intel.com/pca



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Intel – Microsoft Mobile Device Initiative

- Announced last week: "Wireless Initiative" to co-develop reference designs for smart phones and PDAs
 - Based on Intel® PCA and Microsoft Pocket PC and Smartphone 2002
- Announcing today: Optimized platform technologies
 - Development Kits from Intel and Microsoft with Windows CE .NET optimizations for Intel® XScale™ Technology
 - Press conference today at 10:30

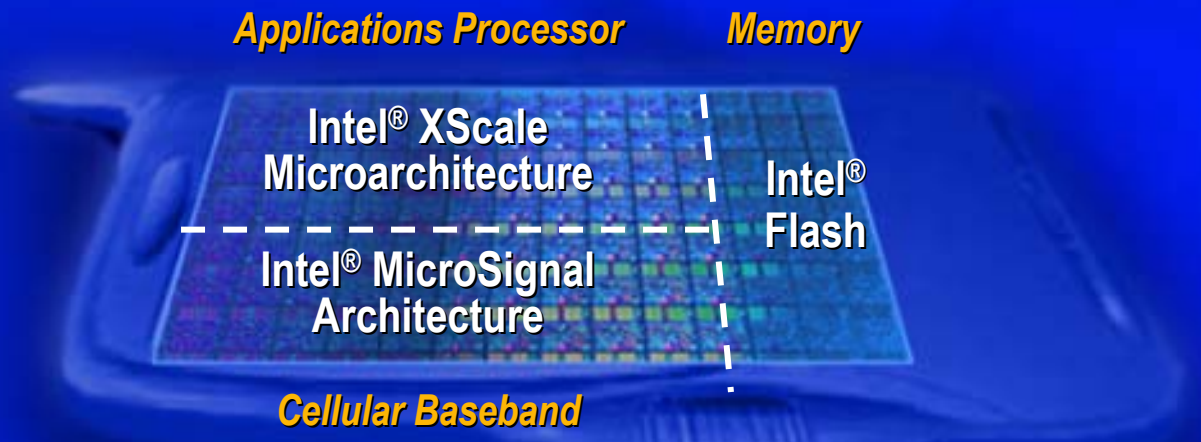


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Fully Integrated Solution

"Wireless Internet on a Chip"



Integrate performance and power leading cores

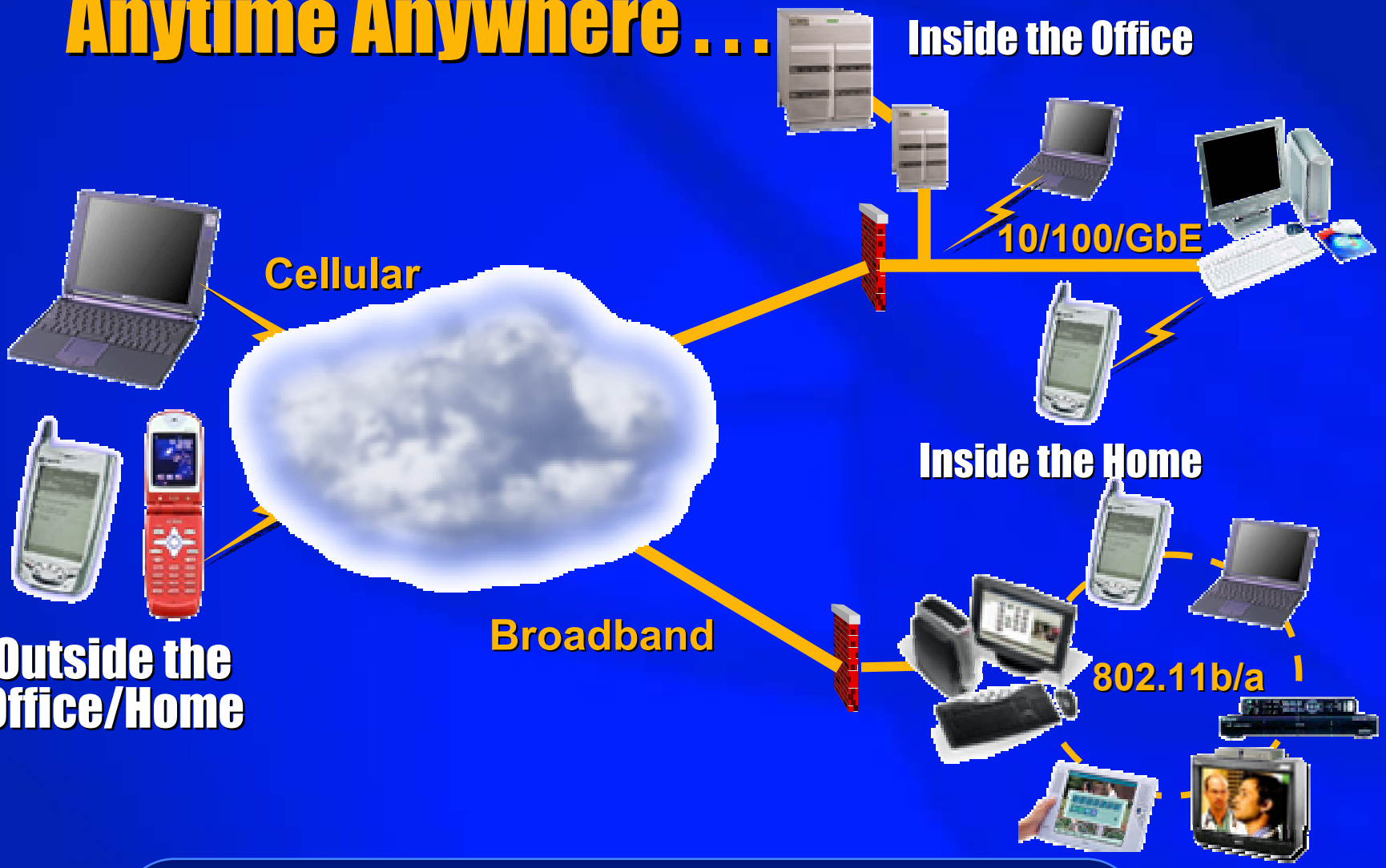
Products under development for 2.5 and 3G

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VIDEO

Summary

- Intel® PCA products are here today
- Intel PXA210 and PXA250 processors will deliver greater capabilities
- Roadmap to 2.5 and 3G
- Utilize the Intel® PCA Developer Kits and products

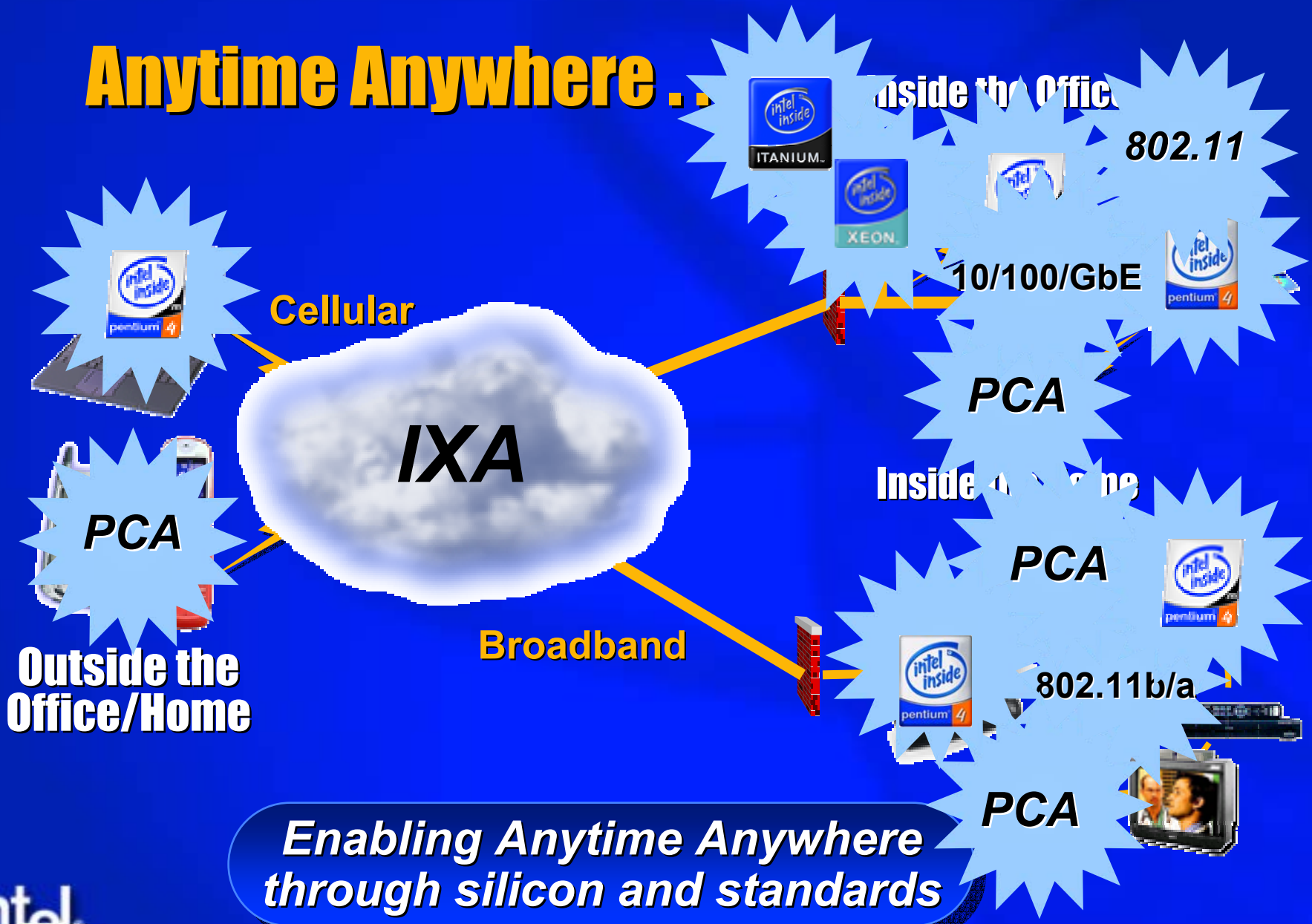
Anytime Anywhere . . .



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New Devices & New Services

Anytime Anywhere . . .



Enabling Anytime Anywhere through silicon and standards

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Our Challenge . . .

Make Any Device
Interact Seamlessly
With Any Other Device
Anytime Anywhere in the World

. . .This Is Our Opportunity


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